Please rewrite the paragraph beginning on page 56, line 9 to read as follows:

The client 210 may include a user interface to allow interaction between a user and an application, for example, a reputation application or marketplace application implemented using the client 210 and server 212. The user interface may involve using CGI scripts to generate web pages in accordance with any of a variety of markup languages such as, for example, HTML, XML or SGML.

IN THE CLAIMS

Please amend claim 3 to read as follows

3.   (Amended) The method of claim 2, wherein calculating the average comprises, for each first rating, weighting the first rating as a function of a personalized ratee reputation of the corresponding third entity from the perspective of the second entity, the weighting being relative to personalized ratee reputations of the other third entities from the perspective of the second entity.

Please add claims 21-28 as follows.

21.   (New) The computer program product of claim 20, wherein act (D) comprises calculating an average of the first ratings.

22.   (New) The computer program product of claim 21, wherein calculating the average comprises, for each first rating, weighting the first rating as a function of a personalized ratee reputation of the corresponding third entity from the perspective of the second entity, the weighting being relative to personalized ratee reputations of the other third entities from the perspective of the second entity.

23.   (New) The computer program product of claim 22, wherein the method further comprises an act of:

    (F)   for each third entity, determining the personalized ratee reputation of the third entity from the perspective of the second entity, comprising:

(1)   determining one or more fourth entities that are on one of the first rating paths, that have provided a second rating of the third entity and that have a level equal to one less than the level of the third entity; and

(2)   combining the second ratings to produce the personalized ratee reputation of the third entity from the perspective of the second entity.

24.   (New) The computer program product of claim 23, wherein act (F)(2) further comprises, for each third entity, calculating an average of the second ratings to determine the personalized ratee reputation of the third entity from the perspective of the second entity.

25.   (New) The computer program product of claim 20, wherein the method further comprises acts of:

(F)   for each identified third entity, determining if the third entity has provided more than one rating of the first entity; and

(G)   for each third entity determined to have provided more than one rating of the first entity, selecting a most recent rating of the more than one ratings as the first rating of the first entity provided by the third entity.

26.   (New) The computer program product of claim 20, wherein the method further comprises an act:

(F)   determining whether to transact with the first entity based at least in part on the personalized ratee reputation of the first entity from the perspective of the second entity.

27.   (New) The computer program product of claim 20, wherein the method further comprises an act of:

(F)   determining a price to pay for a good or service of the first entity based at least in part on the personalized ratee reputation of the first entity from the perspective of the second entity.

28.   (New) The computer program product of claim 20, wherein the method further comprises an act of:

(F)   determining a price to pay for insuring a quality of a good or service of the first entity based at least in part on the personalized ratee reputation of the first entity from the perspective of the second entity.